This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

Claims 1-26.   (cancelled)

27.   (Currently Amended) A method for generating an interactive voice broadcast, comprising:

providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

generating content for the at least one voice service when the at least one voice service is executed;

generating a unique active voice page for each subscriber of the at least one voice service, wherein a unique active voice page comprises personalized content created by applying subscriber-specific personalization information for ~~each~~ a subscriber ~~of the at least one voice service~~ to the generated content, ~~so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber~~ and further comprises one or more input elements embedded in the unique active voice page used to request input from the subscriber;

initiating an outbound communication to ~~the~~ a subscriber to establish an interactive voice broadcast with the subscriber; and

dynamically interacting with the subscriber in real-time during the subscriber's interactive voice broadcast by presenting the personalized content to the subscriber from the subscriber's unique active voice page, and by enabling the subscriber to respond to the personalized content via the one or more input elements embedded in the subscriber's unique active voice page.

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28.   (Currently Amended) A system for generating an interactive voice broadcast, comprising:

means for providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

means for generating content for the at least one voice service when the at least one voice service is executed;

means for <u>generating a unique active voice page for each subscriber of the at least one voice service, wherein a unique active voice page comprises personalized content created by</u> applying subscriber-specific personalization information for ~~each~~ <u>a</u> subscriber ~~of the at least one voice service~~ to the generated content, ~~so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber~~ <u>and further comprises one or more input elements embedded in the unique active voice page used to request input from the subscriber</u>;

means for initiating an outbound communication to ~~the~~ <u>a</u> subscriber to establish an interactive voice broadcast with the subscriber; and

means for dynamically interacting with the subscriber in real-time during the <u>subscriber's</u> interactive voice broadcast by presenting <u>the</u> personalized content to the subscriber from the subscriber's unique active voice page<u>,</u> and <u>by</u> enabling the subscriber to respond to the personalized content via <u>the</u> one or more input elements embedded in the <u>subscriber's unique</u> active voice page.

29.   (Previously Presented) The method of claim 27, wherein the at least one voice service is executed upon satisfaction of a predetermined condition.

30.   (Previously Presented) The method of claim 29, wherein the predetermined condition is specified by a user while subscribing to the at least one voice service.

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31.   (Previously Presented) The method of claim 29, wherein the predetermined condition comprises a scheduled, time-based condition.

32.   (Previously Presented) The method of claim 29, wherein the predetermined condition comprises a triggering event.

33.   (Previously Presented) The method of claim 27, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system.

34.   (Currently Amended) The method of claim 27, wherein ~~the~~ an active voice page comprises a markup language document.

35.   (Previously Presented) The method of claim 27, wherein an input element comprises at least one of an option element or prompt element.

36.   (Currently Amended) The method of claim 27, wherein initiating an outbound communication to ~~the~~ a subscriber comprises initiating an outbound telephone call.

37.   (cancelled)

38.   (Previously Presented) The system of claim 28, wherein the at least one voice service is executed upon satisfaction of a predetermined condition.

39.   (Previously Presented) The system of claim 38, wherein the predetermined condition is specified by a user while subscribing to the at least one voice service.

40.   (Previously Presented) The system of claim 38, wherein the predetermined condition comprises a scheduled, time-based condition.

41.   (Previously Presented) The system of claim 38, wherein the predetermined condition comprises a triggering event.

42.   (Previously Presented) The system of claim 28, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system.

43.   (Currently Amended) The system of claim 28, wherein ~~the~~ <u>an</u> active voice page comprises a markup language document.

44.   (Previously Presented) The system of claim 28, wherein an input element comprises at least one of an option element or prompt element.

45.   (Currently Amended) The system of claim 28, wherein the means for initiating an outbound communication to ~~the~~ <u>a</u> subscriber comprises means for initiating an outbound telephone call.

46-48. (cancelled)